

FRANCHISE RESTAURANTS:

A STATISTICAL APPENDIX TO
FOODSERVICE TRENDS

Research Department
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INTRODUCTION

The franchise restaurant segment has evolved into a large and dynamic segment of the foodservice industry. In 1983, franchise restaurant sales reached \$38.7 billion -- an impressive 41 percent of all eating place sales. In comparison, franchise restaurant sales accounted for only 21 percent of total eating place sales in 1970. The number of franchise units has also grown tremendously. In 1983 there were 67,528 franchise units across the country -- more than double the number in 1970.

Franchise restaurants also make up an impressive proportion of the total franchise industry. Here's how the franchise restaurant segment compares with the total 17 franchise business categories:

<u>Employment:</u>	Franchise restaurants ranked number <u>one</u> in total employment in 1983, accounting for 38 percent of all franchise employment.
<u>Units:</u>	Restaurants ranked <u>second</u> out of the 17 franchise businesses in total units and operated 15.3 percent of all franchise establishments.
<u>Sales:</u>	Restaurants ranked <u>third</u> in sales, reporting 9.2 percent of total franchise sales.
<u>International franchising:</u>	Restaurants ranked <u>second</u> in total number of U.S. franchise units in foreign countries and accounted for 19.9 percent of the total foreign franchise establishments in 1983.

This Statistical Appendix provides an indepth look at the growth of the franchise restaurant industry through 1983, as well as franchise operators' projections for 1984 and 1985. The information in this report is based on data from the annual Franchising in the Economy survey which is published by the Services Industries Division of the U.S. Department of Commerce. This year's survey, Franchising in the Economy, 1983-1985, was completed by 466 restaurant franchisors representing 99 percent of the total franchise restaurant sales and establishments in the U.S.

The sales and unit figures for 1983 and projections for 1984 and 1985 reported here are representative only of the 466 franchise restaurant firms surveyed, and do not include any new or established firms that may have begun franchising in 1983 and any present firms going out of business or abandoning the franchise system.

SECTION I

SALES AND ESTABLISHMENT DATA ON
THE FRANCHISE RESTAURANT INDUSTRY

SECTION I

SALES AND ESTABLISHMENT DATA ON THE FRANCHISE RESTAURANT INDUSTRY

SECTION HIGHLIGHTS

<u>Number of firms:</u>	There were 466 franchise restaurant firms in 1983, up from 458 in 1982.
<u>Unit growth:</u>	Total units jumped 6.2 percent in 1983 to 67,528 establishments.
<u>Sales growth:</u>	Overall sales climbed to \$38.7 billion in 1983, an impressive 14.8 percent gain.
<u>Sales per establishment:</u>	Sales per establishment averaged \$572,971 during 1983, up 8.1 percent.
<u>Company-owned versus franchisee-owned units:</u>	Company-owned units outpaced franchise-owned outlets in both sales and unit growth in 1983.
<u>Predicted growth:</u>	By 1985, franchisors expect to have 78,743 units in operation and produce \$48.9 billion in sales.
<u>Restaurant distribution by company size:</u>	Firms with 1,000 or more units accounted for over half of the sales and units in 1983, but firms with 50 or less units comprised 71.4 percent of the total companies.
<u>Type of service:</u>	In 1983, 291 firms provided self service or drive-thru facilities, while 175 offered table service.

NUMBER OF FRANCHISE FIRMS SURVEYED
BY TYPE

(1973 - 1983)

<u>TYPE</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
Chicken	21	24	28	29	27	31
Hamburger, frank and roast beef	104	98	97	96	109	117
Pizza	30	36	46	48	60	66
Mexican	14	15	17	19	23	29
Seafood	11	13	17	15	14	11
Pancake	11	10	14	13	13	15
Steak/full menu	48	55	67	76	79	86
Sandwich/other	<u>6</u>	<u>8</u>	<u>7</u>	<u>19</u>	<u>25</u>	<u>33</u>
<u>TOTAL</u>	245	259	293	315	350	388

<u>TYPE</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Chicken	32	35	30	32	34
Hamburger, frank and roast beef	112	110	107	102	98
Pizza	73	83	94	106	111
Mexican	28	32	33	33	39
Seafood	11	12	13	14	11
Pancake	16	17	15	15	12
Steak/full menu	94	102	109	110	111
Sandwich/other	<u>33</u>	<u>34</u>	<u>39</u>	<u>46</u>	<u>50</u>
<u>TOTAL</u>	399	425	440	458	466

FRANCHISE RESTAURANT SALES

(1969 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1969	\$3,790,126		\$ 892,382		\$2,897,744	
1970	4,602,111	21.4%	1,123,314	25.9%	3,478,797	20.1%
1971	5,844,950	27.0%	1,450,731	29.2%	4,394,219	26.3%
1972	6,797,405	16.3%	1,753,297	20.9%	5,044,108	14.8%
1973	8,534,094	25.6%	2,604,851	48.6%	5,929,243	17.6%
1974	10,350,567	21.3%	3,335,338	28.0%	7,015,229	18.2%
1975	12,261,964	18.5%	4,017,801	20.5%	8,244,103	17.5%
1976	14,606,313	19.1%	4,647,136	15.7%	9,959,177	20.8%
1977	18,180,404	24.5%	5,653,160	21.6%	12,527,244	25.8%
1978	21,100,788	16.1%	6,733,545	19.1%	14,367,243	14.7%
1979	24,765,916	17.4%	8,076,401	19.9%	16,689,515	16.2%
1980	27,867,046	12.5%	9,129,708	13.0%	18,737,338	12.3%
1981	30,042,348	7.8%	10,783,206	18.1%	19,259,142	2.8%
1982	33,695,298	12.2%	11,747,358	8.9%	21,947,940	14.0%
1983	38,691,594	14.8%	14,244,416	21.2%	24,447,178	11.4%
1984	42,916,871	10.9%	15,929,317	11.8%	26,987,554	10.4%
1985	48,925,563	14.0%	17,991,294	12.9%	30,934,269	14.6%

NUMBER OF FRANCHISE RESTAURANT ESTABLISHMENTS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1969	28,736		3,842		24,894	
1970	32,584	13.4%	4,906	27.7%	27,678	11.2%
1971	30,419	- 6.6%	5,496	12.0%	24,923	-10.0%
1972	32,538	7.0%	6,319	15.0%	26,219	5.2%
1973	36,340	11.7%	8,316	31.6%	28,024	6.9%
1974	39,796	9.5%	10,115	21.6%	29,681	5.9%
1975	42,983	8.0%	11,685	15.5%	31,298	5.4%
1976	46,898	9.1%	12,562	7.5%	34,336	9.7%
1977	51,972	10.8%	14,527	15.6%	37,445	9.1%
1978	55,312	6.4%	15,510	10.2%	39,802	5.0%
1979	58,936	6.5%	16,884	8.8%	42,052	5.6%
1980	59,959	1.7%	17,826	5.6%	42,133	0.2%
1981	61,846	3.2%	19,355	8.6%	42,491	0.9%
1982	63,557	2.8%	19,857	2.6%	43,700	2.8%
1983	67,528	6.2%	21,785	9.7%	45,743	4.7%
1984	71,764	6.3%	22,995	5.6%	48,769	6.6%
1985	78,743	9.7%	25,052	8.9%	53,691	10.1%

* 1984 and 1985 estimated by respondents

SALES PER ESTABLISHMENT

(1969 - 1985*)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1969	\$131,895		\$232,270		\$116,403	
1970	141,238	7.1%	228,967	- 1.4%	125,688	8.0%
1971	192,148	36.1%	263,961	15.3%	176,312	40.3%
1972	208,907	8.7%	277,464	5.1%	192,384	9.1%
1973	234,840	12.4%	313,234	12.9%	211,577	10.0%
1974	260,091	10.8%	329,742	5.3%	236,354	11.7%
1975	285,275	9.7%	343,848	4.3%	263,407	11.4%
1976	311,449	9.2%	369,936	7.6%	290,051	10.1%
1977	349,812	12.3%	401,674	8.6%	330,552	14.1%
1978	381,487	9.0%	434,142	8.1%	360,968	9.2%
1979	420,217	10.2%	478,346	10.2%	396,878	9.9%
1980	464,768	10.6%	512,157	7.1%	444,719	12.1%
1981	485,761	4.5%	557,128	8.8%	453,252	1.9%
1982	530,159	9.1%	591,598	6.2%	502,241	10.8%
1983	572,971	8.1%	653,863	10.5%	534,446	6.4%
1984	598,028	4.4%	692,730	5.9%	553,375	3.5%
1985	621,332	3.9%	718,158	3.7%	576,154	4.1%

* 1984 and 1985 estimated by respondents

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

NUMBER OF FIRMS

(1973 - 1983)

<u>SIZE GROUPS</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
1001+	6	7	7	7	8	11
501-1000	5	8	11	15	14	11
151-500	30	29	32	28	39	34
51-150	49	52	46	54	54	59
11-50	90	95	115	115	128	153
1-10	<u>65</u>	<u>68</u>	<u>82</u>	<u>96</u>	<u>107</u>	<u>120</u>
TOTAL	245	259	293	315	350	388

<u>SIZE GROUPS</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
1001+	14	14	13	13	13
501-1000	8	8	12	14	15
151-500	41	42	46	40	45
51-150	56	56	54	61	60
11-50	157	176	178	174	189
1-10	<u>123</u>	<u>129</u>	<u>137</u>	<u>156</u>	<u>144</u>
TOTAL	399	425	440	458	466

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE

NUMBER OF UNITS

(1973 - 1983)

<u>NUMBER OF UNITS IN COMPANY</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
1001+	16,567	18,750	19,646	21,303	23,421	27,750
501-1000	4,419	5,913	7,672	10,367	10,902	8,925
151-500	8,513	7,869	8,279	7,064	9,325	8,833
51-150	4,266	4,627	4,091	4,956	4,432	5,580
11-50	2,201	2,262	2,881	2,711	3,326	3,642
1-10	<u>374</u>	<u>375</u>	<u>414</u>	<u>497</u>	<u>566</u>	<u>582</u>
TOTAL	36,340	39,796	42,983	46,898	51,972	55,312

<u>NUMBER OF UNITS IN COMPANY</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
1001+	32,435	32,871	31,921	32,970	35,021
501-1000	6,184	5,916	8,582	9,741	10,236
151-500	10,690	11,418	11,993	10,396	11,831
51-150	5,054	4,866	4,366	5,340	4,942
11-50	3,916	4,223	4,310	4,309	4,729
1-10	<u>657</u>	<u>665</u>	<u>674</u>	<u>801</u>	<u>769</u>
TOTAL	58,936	59,959	61,846	63,557	67,528

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE

PERCENT OF UNITS

(1973 - 1983)

<u>NUMBER OF UNITS IN COMPANY</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
1001+	45.6%	47.1%	45.7%	45.4%	45.1%	50.2%
501-1000	12.2%	14.9%	17.8%	22.1%	21.0%	16.1%
151-500	23.4%	19.8%	19.3%	15.1%	17.9%	16.0%
51-150	11.7%	11.6%	9.5%	10.6%	8.5%	10.1%
11-50	6.1%	5.7%	6.7%	5.8%	6.4%	6.6%
1-10	<u>1.0%</u>	<u>0.9%</u>	<u>1.0%</u>	<u>1.0%</u>	<u>1.1%</u>	<u>1.0%</u>
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

<u>NUMBER OF UNITS IN COMPANY</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
1001+	55.0%	54.8%	51.6%	51.9%	51.9%
501-1000	10.5%	9.9%	13.9%	15.3%	15.2%
151-500	18.1%	19.1%	19.4%	16.3%	17.5%
51-150	8.6%	8.1%	7.1%	8.4%	7.3%
11-50	6.7%	7.0%	7.0%	6.8%	7.0%
1-10	<u>1.1%</u>	<u>1.1%</u>	<u>1.0%</u>	<u>1.3%</u>	<u>1.1%</u>
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

TOTAL SALES

(1974 - 1983)

(SALES IN MILLIONS)

<u>SIZE GROUPS</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
1001+	\$ 4,808	\$ 5,614	\$ 6,671	\$ 8,447	\$11,400
501-1000	1,894	2,682	3,675	4,259	3,514
151-500	2,026	2,050	1,990	2,750	2,929
51-150	949	950	1,272	1,495	1,713
11-50	592	876	861	1,074	1,361
0-10	<u>82</u>	<u>90</u>	<u>137</u>	<u>155</u>	<u>184</u>
TOTAL	\$10,351	\$12,262	\$14,606	\$18,180	\$21,101

<u>SIZE GROUPS</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
1001+	\$14,408	\$16,579	\$16,720	\$19,401	\$22,261
501-1000	3,010	2,863	4,176	4,669	5,078
151-500	3,905	4,343	4,905	4,706	5,932
51-150	1,645	1,840	1,891	2,411	2,685
11-50	1,526	1,962	2,047	2,115	2,373
0-10	<u>272</u>	<u>280</u>	<u>303</u>	<u>393</u>	<u>363</u>
TOTAL	\$24,766	\$27,867	\$30,042	\$33,695	\$38,692

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

PERCENT OF TOTAL SALES

(1974 - 1983)

<u>SIZE GROUPS</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
1001+	46.4%	45.8%	45.7%	46.5%	54.0%
501-1000	18.3%	21.9%	25.2%	23.4%	16.7%
151-500	19.6%	16.7%	13.6%	15.1%	13.9%
51-150	9.2%	7.8%	8.7%	8.2%	8.1%
11-50	5.7%	7.1%	5.9%	5.9%	6.4%
1-10	<u>0.8%</u>	<u>0.7%</u>	<u>0.9%</u>	<u>0.9%</u>	<u>0.9%</u>
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

<u>SIZE GROUPS</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
1001+	58.2%	59.5%	55.7%	57.5%	57.6%
501-1000	12.1%	10.3%	13.9%	13.8%	13.1%
151-500	15.8%	15.6%	16.3%	14.0%	15.3%
51-150	6.6%	6.6%	6.3%	7.2%	7.0%
11-50	6.2%	7.0%	6.8%	6.3%	6.1%
1-10	<u>1.1%</u>	<u>1.0%</u>	<u>1.0%</u>	<u>1.2%</u>	<u>0.9%</u>
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

PRINCIPAL TYPE OF SERVICE PROVIDED BY
FRANCHISE RESTAURANT FIRMS

(1979 - 1983)

<u>Major Activity</u>	<u>Self-Service, Drive-In and Drive-Thru</u>				
	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Chicken	30	32	27	29	32
Hamburger, etc.	104	103	100	96	93
Pizza	42	48	58	68	70
Mexican	18	23	24	22	24
Seafood	8	8	9	3	8
Pancake	0	0	0	0	0
Steak/full menu	20	19	19	18	18
Sandwich/other	<u>30</u>	<u>31</u>	<u>36</u>	<u>42</u>	<u>46</u>
TOTAL	252	264	273	278	291

<u>Major Activity</u>	<u>Waiter or Waitress Service</u>				
	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Chicken	2	3	3	3	2
Hamburger, etc.	8	7	7	6	5
Pizza	31	35	36	38	41
Mexican	10	9	9	11	15
Seafood	3	4	4	11	3
Pancake	16	17	15	15	12
Steak/full menu	74	83	90	92	93
Sandwich/other	<u>3</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>4</u>
TOTAL	147	161	167	180	175

SECTION II

SALES AND ESTABLISHMENT DATA
ON TYPES OF RESTAURANT FRANCHISING

SECTION II

SALES AND ESTABLISHMENT DATA ON TYPES OF RESTAURANT FRANCHISING

SECTION HIGHLIGHTS

<u>Proportion of firms:</u>	Pizza and steak/full menu franchise firms accounted for the largest proportion of firms in 1983.
<u>Proportion of units:</u>	Hamburger units accounted for the largest proportion of establishments — 41.9 percent.
<u>Proportion of sales:</u>	Hamburger restaurants captured almost half of all franchise restaurant sales in 1983.
<u>Unit growth:</u>	Sandwich/other franchise restaurants experienced the strongest unit growth in 1983 — 14.6 percent. Mexican restaurants followed with a 13.4 percent gain.
<u>Sales growth:</u>	Sandwich/other franchise units also posted the largest sales increase — 34.0 percent, closely followed by the Mexican segment which reported a 33.7 percent advance.
<u>Sales per unit:</u>	Steak/full menu restaurants recorded the highest sales per establishment in 1983 — \$783,456. Hamburger restaurants were second with \$670,245 per unit in 1983.

PERCENTAGE OF TOTAL FRANCHISE RESTAURANTS
BY TYPE: SALES AND UNITS

(1980-1983)

Type of Franchise	<u>1980</u>					
	<u>Firms</u>		<u>Units</u>		<u>Sales</u>	
	Number	%	Number	%	Dollars (000)	%
Chicken	35	8.2%	7,338	12.2%	\$ 2,734,006	9.8%
Hamburger, frank, roast beef	110	25.9%	27,027	45.1%	14,027,398	50.3%
Pizza	83	19.5%	8,914	14.9%	2,455,542	8.8%
Mexican	32	7.5%	2,774	4.6%	878,523	3.2%
Seafood	12	2.8%	2,290	3.8%	785,806	2.8%
Pancake	17	4.0%	1,278	2.1%	784,546	2.8%
Steak/full menu	102	24.0%	8,858	14.8%	5,935,804	21.3%
Sandwich/other	34	8.1%	1,480	2.5%	265,421	1.0%
TOTAL	425	100.0%	59,959	100.0%	\$27,867,046	100.0%

Type of Franchise	<u>1981</u>					
	<u>Firms</u>		<u>Units</u>		<u>Sales</u>	
	Number	%	Number	%	Dollars (000)	%
Chicken	30	6.8%	7,388	11.9%	\$ 2,833,007	9.4%
Hamburger, frank, roast beef	107	24.3%	26,945	43.6%	14,327,705	47.7%
Pizza	94	21.4%	9,695	15.7%	3,169,601	10.5%
Mexican	33	7.5%	3,002	4.9%	1,069,712	3.6%
Seafood	13	2.9%	2,226	3.6%	888,491	3.0%
Pancake	15	3.4%	1,500	2.4%	847,650	2.8%
Steak/full menu	109	24.8%	9,406	15.2%	6,566,702	21.9%
Sandwich/other	39	8.9%	1,684	2.7%	339,480	1.1%
TOTAL	440	100.0%	61,846	100.0%	\$30,042,348	100.0%

Type of Franchise	<u>1982</u>					
	<u>Firms</u>		<u>Units</u>		<u>Sales</u>	
	Number	%	Number	%	Dollars (000)	%
Chicken	32	7.0%	7,773	12.2%	\$ 2,947,512	8.7%
Hamburger, frank, roast beef	102	22.3%	27,285	42.9%	16,862,890	50.0%
Pizza	106	23.2%	10,629	16.7%	3,740,072	11.1%
Mexican	33	7.2%	3,059	4.8%	1,258,054	3.7%
Seafood	14	3.0%	2,221	3.5%	909,265	2.7%
Pancake	15	3.3%	1,645	2.6%	893,625	2.7%
Steak/full menu	110	24.0%	9,135	14.4%	6,708,742	19.9%
Sandwich/other	<u>46</u>	<u>10.0%</u>	<u>1,810</u>	<u>2.9%</u>	<u>375,138</u>	<u>1.1%</u>
TOTAL	458	100.0%	63,557	100.0%	\$33,695,298	100.0%

Type of Franchise	<u>1983</u>					
	<u>Firms</u>		<u>Units</u>		<u>Sales</u>	
	Number	%	Number	%	Dollars (000)	%
Chicken	34	7.3%	8,147	12.1%	\$ 3,417,658	8.8%
Hamburger, frank, roast beef	98	21.0%	28,270	41.9%	18,947,837	49.0%
Pizza	111	23.8%	11,852	17.6%	4,649,022	12.0%
Mexican	39	8.4%	3,469	5.1%	1,681,668	4.3%
Seafood	11	2.4%	2,309	3.4%	938,261	2.4%
Pancake	12	2.6%	1,558	2.3%	838,291	2.2%
Steak/full menu	111	23.8%	9,849	14.6%	7,716,262	19.9%
Sandwich/other	<u>50</u>	<u>10.7%</u>	<u>2,074</u>	<u>3.1%</u>	<u>502,595</u>	<u>1.3%</u>
TOTAL	466	100.0%	67,528	100.0%	\$38,691,594	100.0%

CHICKEN FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	\$1,129,496		\$ 301,031		\$ 828,465	
1974	1,258,617	11.4%	421,676	40.1%	836,941	1.0%
1975	1,373,887	9.2%	461,001	9.3%	912,886	9.1%
1976	1,609,270	17.1%	483,143	4.8%	1,126,127	26.2%
1977	2,088,861	29.8%	569,167	17.8%	1,519,694	34.9%
1978	2,034,012	- 2.6%	653,977	14.9%	1,380,035	-9.2%
1979	2,258,017	11.0%	739,354	13.1%	1,518,663	10.0%
1980	2,734,006	21.1%	821,926	11.2%	1,912,080	25.9%
1981	2,833,007	3.6%	951,719	15.8%	1,881,288	-1.6%
1982	2,947,512	4.0%	1,109,122	16.5%	1,838,390	-2.3%
1983	3,417,658	16.0%	1,292,166	16.5%	2,125,492	15.6%
1984	3,966,987	16.1%	1,554,575	20.3%	2,412,412	13.5%
1985	4,708,435	18.7%	1,880,342	21.0%	2,828,093	17.2%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	4,927		1,062		3,865	
1974	5,686	15.4%	1,663	56.6%	4,023	4.1%
1975	5,706	0.4%	1,644	- 1.1%	4,062	1.1%
1976	6,171	8.2%	1,705	3.7%	4,466	10.1%
1977	6,437	4.3%	1,729	1.4%	4,708	5.4%
1978	6,708	4.2%	1,870	8.2%	4,838	2.8%
1979	7,075	5.5%	1,990	6.4%	5,085	5.1%
1980	7,338	3.7%	2,131	7.1%	5,207	2.4%
1981	7,388	0.7%	2,249	5.5%	5,139	-1.3%
1982	7,773	4.7%	2,591	15.2%	5,182	0.8%
1983	8,147	4.8%	2,821	8.9%	5,326	2.8%
1984	9,041	11.0%	3,200	13.4%	5,841	9.7%
1985	10,087	11.6%	3,609	12.8%	6,478	10.9%

* 1984 and 1985 estimated by respondents

CHICKEN FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$229,246	\$283,457	\$214,351
1974	221,345	253,563	208,039
1975	240,779	280,414	224,738
1976	260,780	283,368	252,156
1977	324,508	329,189	322,790
1978	303,222	349,720	285,249
1979	319,154	371,534	298,655
1980	372,582	385,700	367,213
1981	383,461	423,174	366,081
1982	381,160	428,067	354,764
1983	419,499	458,052	399,078
1984	438,777	485,805	413,014
1985	466,782	521,015	436,569

* 1984 and 1985 estimated by respondents

HAMBURGER, FRANK, ROAST BEEF FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	\$ 4,883,094		\$1,160,959		\$ 3,722,135	
1974	5,879,428	20.4%	1,437,901	23.9%	4,441,527	19.3%
1975	6,759,903	15.0%	1,671,422	16.2%	5,088,481	14.6%
1976	8,030,623	18.8%	1,999,638	19.6%	6,030,985	18.5%
1977	9,100,843	13.8%	2,242,204	12.1%	6,858,639	13.7
1978	10,862,837	19.4%	2,589,465	15.5%	8,273,372	20.6%
1979	12,740,586	17.3%	3,066,896	18.4%	9,673,690	16.9%
1980	14,027,398	10.1%	3,412,293	11.3%	10,615,105	9.7%
1981	14,327,705	2.1%	4,045,912	18.6%	10,281,793	- 3.1%
1982	16,862,890	17.7%	4,482,780	10.8%	12,380,110	20.4%
1983	18,947,837	12.4%	5,294,782	18.1%	13,653,055	10.3%
1984	21,214,099	12.0%	5,912,554	11.7%	15,301,545	12.1%
1985	23,783,689	21.1%	6,578,974	11.3%	17,204,715	12.4%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	21,375		3,300		18,075	
1974	22,069	3.3%	3,425	3.8%	18,644	3.2%
1975	22,810	3.4%	3,915	14.3%	18,895	1.4%
1976	24,064	5.5%	3,997	2.1%	20,067	6.2%
1977	24,812	3.1%	4,293	7.4%	20,529	2.3%
1978	26,038	4.9%	4,648	8.3%	21,390	4.2%
1979	27,310	4.9%	5,153	10.8%	22,157	3.6%
1980	27,027	-1.0%	5,363	4.1%	21,664	-2.2%
1981	26,945	-0.3%	5,926	10.5%	21,019	-3.0%
1982	27,285	1.3%	6,100	2.9%	21,185	0.8%
1983	28,270	3.6%	6,378	4.6%	21,892	3.3%
1984	29,452	4.2%	6,574	3.1%	22,878	4.5%
1985	31,641	7.4%	7,254	10.3%	24,387	6.6%

* 1984 and 1985 estimated by respondents

HAMBURGER, FRANK, ROAST BEEF FRANCHISE RESTAURANTS

SALES (000)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$228,449	\$351,306	\$205,927
1974	266,411	419,825	238,228
1975	296,357	426,928	269,903
1976	333,719	500,285	300,542
1977	366,644	522,293	334,095
1978	417,192	557,114	386,787
1979	466,517	595,167	436,597
1980	519,014	636,266	489,988
1981	531,738	682,739	489,167
1982	618,028	734,882	584,381
1983	670,245	830,163	623,655
1984	720,294	899,384	668,832
1985	751,673	906,944	705,487

* 1984 and 1985 estimated by respondents

PIZZA FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	\$ 505,103		\$ 174,379		\$ 330,724	
1974	705,423	39.7%	267,915	53.6%	437,508	32.3%
1975	924,364	31.0%	375,490	40.2%	548,873	25.4%
1976	1,091,534	18.1%	445,145	18.6%	646,398	17.8%
1977	1,416,254	29.7%	556,053	24.2%	860,201	33.1%
1978	1,735,279	22.5%	696,364	25.2%	1,038,915	20.8%
1979	2,141,618	23.4%	821,046	17.9%	1,320,572	27.1%
1980	2,455,542	14.6%	916,118	11.6%	1,539,424	16.6%
1981	3,169,601	29.0%	1,168,509	27.6%	2,001,092	30.0%
1982	3,740,072	18.0%	1,419,723	21.5%	2,320,349	16.0%
1983	4,649,022	24.3%	1,806,178	27.2%	2,842,844	22.5%
1984	5,221,431	12.3%	2,019,487	11.8%	3,201,944	12.6%
1985	6,067,912	16.2%	2,294,633	13.6%	3,773,279	17.8%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	3,364		1,153		2,211	
1974	4,329	28.7%	1,698	47.3%	2,631	19.0%
1975	5,011	15.8%	2,084	22.7%	2,927	11.3%
1976	5,745	14.7%	2,413	15.8%	3,332	13.8%
1977	6,759	17.6%	2,756	14.2%	4,003	20.1%
1978	7,542	11.6%	3,042	10.4%	4,500	12.4%
1979	8,407	11.5%	3,285	8.0%	5,122	13.8%
1980	8,914	6.0%	3,389	3.2%	5,525	7.9%
1981	9,695	8.8%	3,540	4.5%	6,155	11.4%
1982	10,629	9.6%	3,700	4.5%	6,929	12.6%
1983	11,852	11.5%	4,140	11.9%	7,712	11.3%
1984	13,093	10.5%	4,435	7.1%	8,658	12.3%
1985	14,898	13.8%	4,812	8.5%	10,086	16.5%

* 1984 and 1985 estimated by respondents

PIZZA FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$150,150	\$151,239	\$149,581
1974	162,953	157,783	166,290
1975	184,467	180,178	187,521
1976	189,997	184,478	193,997
1977	209,536	201,761	214,889
1978	230,082	228,916	230,870
1979	254,742	249,937	257,823
1980	275,470	270,321	278,629
1981	326,932	330,087	325,117
1982	351,874	383,709	334,875
1983	392,256	436,275	368,626
1984	398,796	455,352	369,825
1985	407,297	476,856	374,110

* 1984 and 1985 estimated by respondents

MEXICAN FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	\$ 138,410		\$ 54,600		\$ 83,810	
1974	177,763	28.4%	71,224	30.4%	106,539	27.1%
1975	272,587	53.3%	116,070	63.0%	156,517	46.9%
1976	309,113	13.4%	140,985	21.5%	168,128	7.4%
1977	495,043	60.1%	238,250	69.0%	256,793	52.7%
1978	602,376	21.7%	304,697	27.9%	297,679	15.9%
1979	694,514	15.3%	322,758	5.9%	371,756	24.8%
1980	878,523	26.5%	394,900	22.4%	483,623	30.1%
1981	1,069,712	21.8%	490,134	24.1%	579,578	19.8%
1982	1,258,054	17.6%	645,034	31.6%	613,020	5.8%
1983	1,681,668	33.7%	865,461	34.2%	816,207	33.1%
1984	1,887,964	12.3%	964,387	11.4%	923,577	13.2%
1985	2,192,835	16.1%	1,089,706	13.0%	1,103,129	19.4%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	1,030		351		679	
1974	1,157	12.3%	461	18.5%	741	9.1%
1975	1,462	26.4%	518	24.5%	944	27.4%
1976	1,652	13.0%	610	17.8%	1,042	10.4%
1977	2,147	30.0%	847	38.8%	1,300	24.8%
1978	2,329	8.5%	993	10.2%	1,336	2.8%
1979	2,477	6.4%	1,050	5.7%	1,427	6.8%
1980	2,774	12.0%	1,208	15.0%	1,566	9.7%
1981	3,002	8.2%	1,320	9.3%	1,682	7.4%
1982	3,059	1.9%	1,399	6.0%	1,660	-1.3%
1983	3,469	13.4%	1,538	9.9%	1,931	16.3%
1984	3,766	8.6%	1,637	6.4%	2,129	10.2%
1985	4,228	12.3%	1,767	7.9%	2,461	15.6%

* 1984 and 1985 estimated by respondents

MEXICAN FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$134,379	\$155,555	\$123,432
1974	153,641	171,212	143,777
1975	186,448	224,073	165,802
1976	187,114	231,123	161,351
1977	230,574	281,287	197,533
1978	258,641	306,845	222,814
1979	280,385	307,388	260,515
1980	316,699	326,904	308,827
1981	356,331	371,314	344,577
1982	411,263	461,068	369,289
1983	484,770	562,718	422,686
1984	501,318	589,118	433,808
1985	518,646	616,698	448,244

* 1984 and 1985 estimated by respondents

SEAFOOD FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchise- Owned</u>	<u>Percent Change</u>
1973	\$ 95,245		\$ 39,861		\$ 55,384	
1974	152,616	60.2%	64,862	62.7%	87,754	58.4%
1975	295,670	93.7%	113,055	74.3%	182,615	108.1%
1976	439,762	48.7%	169,889	50.3%	269,873	47.8%
1977	579,067	31.7%	224,775	32.3%	354,292	31.3%
1978	563,827	-2.6%	216,486	-3.7%	347,341	- 2.0%
1979	773,736	37.2%	317,572	46.7%	456,164	31.3%
1980	785,806	1.5%	378,339	19.1%	407,467	-10.7%
1981	888,491	13.1%	479,506	26.7%	408,985	0.4%
1982	909,265	2.3%	518,090	8.0%	391,175	- 4.4%
1983	938,261	3.2%	532,789	2.8%	405,472	3.6%
1984	1,072,860	14.3%	618,030	16.0%	454,830	12.2%
1985	1,246,850	16.2%	725,200	17.3%	521,650	14.7%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	540		217		323	
1974	759	40.6%	325	49.8%	434	34.4%
1975	1,351	78.0%	527	62.2%	824	89.9%
1976	1,831	35.5%	680	29.0%	1,151	39.7%
1977	2,347	28.2%	878	29.1%	1,469	27.6%
1978	2,297	- 2.3%	899	2.4%	1,398	- 4.8%
1979	2,383	3.7%	965	7.3%	1,418	1.4%
1980	2,290	- 3.9%	1,088	12.7%	1,202	-15.2%
1981	2,226	- 2.8%	1,151	5.8%	1,075	-10.6%
1982	2,221	- 0.2%	1,152	0.1%	1,069	- 0.6%
1983	2,309	4.0%	1,197	3.9%	1,112	4.0%
1984	2,478	7.3%	1,254	4.8%	1,224	10.1%
1985	2,685	8.4%	1,357	8.2%	1,328	8.5%

* 1984 and 1985 estimated by respondents

SEAFOOD FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$176,377		
1974	201,075	\$183,691	\$171,468
1975	218,853	199,575	202,198
1976	240,176	214,526	221,620
1977	246,726	249,837	234,468
1978	245,462	256,008	241,178
1979	324,689	240,808	248,456
1980	343,147	329,090	321,695
1981	399,142	347,738	338,991
1982	409,394	416,600	380,451
1983	406,350	449,731	365,926
1984	432,954	445,104	364,633
1985	464,376	492,847	371,593
		534,414	392,809

* 1984 and 1985 estimated by respondents

PANCAKE FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	\$254,565		\$ 53,370		\$201,195	
1974	267,868	5.2%	49,420	- 7.4%	218,448	8.6%
1975	371,498	38.7%	79,637	61.1%	291,861	33.6%
1976	464,462	25.0%	89,975	13.0%	374,487	28.3%
1977	552,112	18.9%	103,530	15.1%	448,582	19.8%
1978	601,029	8.9%	139,899	35.1%	461,130	2.8%
1979	726,429	20.8%	204,180	45.9%	522,249	13.3%
1980	784,546	8.0%	245,385	20.2%	539,161	3.2%
1981	847,650	8.0%	275,201	12.2%	572,449	6.2%
1982	893,625	5.4%	277,994	1.0%	615,631	7.5%
1983	838,291	- 6.2%	264,442	- 4.9%	573,849	- 6.8%
1984	923,165	10.1%	291,594	10.3%	631,571	10.0%
1985	999,252	8.2%	319,305	9.5%	679,947	7.6%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	883		208		675	
1974	818	- 7.4%	155	-25.5%	663	- 1.8%
1975	1,099	34.4%	261	68.4%	838	26.4%
1976	1,226	11.6%	263	0.8%	963	14.9%
1977	1,353	10.4%	273	3.8%	1,080	12.1%
1978	1,441	6.5%	363	32.9%	1,078	- 0.2%
1979	1,600	11.0%	427	17.6%	1,173	8.8%
1980	1,278	-20.1%	367	-14.1%	911	-22.3%
1981	1,500	17.4%	527	43.6%	973	6.8%
1982	1,645	9.7%	516	- 2.1%	1,129	16.0%
1983	1,558	- 5.3%	488	- 5.4%	1,070	- 5.2%
1984	1,619	3.9%	509	4.3%	1,110	3.7%
1985	1,725	6.5%	544	6.9%	1,181	6.4%

* 1984 and 1985 estimated by respondents

PANCAKE FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$288,296	\$256,586	\$298,067
1974	327,467	318,839	329,484
1975	338,033	305,123	348,283
1976	378,843	342,110	388,875
1977	408,065	379,231	415,354
1978	417,092	385,397	427,764
1979	454,018	478,173	445,225
1980	613,886	668,624	591,834
1981	565,100	522,203	588,334
1982	543,237	538,748	545,289
1983	538,056	541,889	536,307
1984	570,207	572,876	568,983
1985	579,276	586,958	575,738

* 1984 and 1985 estimated by respondents

STEAK, FULL MENU FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	\$1,494,444		\$ 818,531		\$ 675,913	
1974	1,865,330	24.8%	1,018,830	24.5%	846,500	25.2%
1975	2,209,881	18.5%	1,196,494	17.4%	1,013,387	19.7%
1976	2,585,786	17.0%	1,310,103	9.5%	1,275,683	25.9%
1977	3,822,634	47.8%	1,703,461	30.0%	2,119,173	66.1%
1978	4,531,709	18.5%	2,104,623	23.5%	2,427,086	14.5%
1979	5,225,166	15.3%	2,575,335	22.4%	2,649,831	9.2%
1980	5,935,804	13.6%	2,917,911	13.3%	3,017,893	13.9%
1981	6,566,702	10.6%	3,311,457	13.5%	3,255,245	7.9%
1982	6,708,742	2.2%	3,229,898	-2.5%	3,478,844	6.9%
1983	7,716,262	15.0%	4,095,365	26.8%	3,620,897	4.1%
1984	8,032,734	4.1%	4,457,278	8.8%	3,575,456	-1.3%
1985	9,152,112	13.9%	4,961,439	11.3%	4,190,673	17.2%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	3,946		2,016		1,930	
1974	4,647	17.8%	2,404	19.3%	2,243	16.2%
1975	5,148	10.8%	2,703	12.4%	2,445	9.0%
1976	5,669	10.1%	2,849	5.4%	2,820	15.3%
1977	7,253	27.9%	3,136	10.1%	4,117	46.0%
1978	7,924	9.3%	3,479	10.9%	4,445	8.0%
1979	8,487	7.1%	3,788	8.9%	4,699	5.7%
1980	8,858	4.4%	4,013	5.9%	4,845	3.1%
1981	9,406	6.2%	4,297	7.1%	5,109	5.5%
1982	9,135	- 2.9%	4,020	- 6.4%	5,115	0.1%
1983	9,849	7.8%	4,794	19.2%	5,055	- 1.2%
1984	9,926	0.8%	4,944	3.1%	4,982	- 1.4%
1985	10,589	6.7%	5,212	5.4%	5,377	7.9%

* 1984 and 1985 estimated by respondents

STEAK, FULL MENU FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$378,724	\$406,017	
1974	401,405	423,806	\$350,214
1975	429,270	442,654	377,396
1976	456,127	459,847	414,473
1977	527,042	543,195	452,370
1978	571,897	604,951	514,737
1979	615,667	679,866	546,026
1980	670,106	727,115	563,913
1981	698,140	770,644	622,888
1982	734,400	803,457	637,159
1983	783,456	854,269	680,126
1984	809,262	901,553	716,300
1985	864,304	951,926	717,675
			779,370

* 1984 and 1985 estimated by respondents

SANDWICH/OTHER FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	\$ 33,737		\$ 2,210		\$ 31,617	
1974	43,522	29.0%	3,510	65.6%	40,012	26.6%
1975	54,174	24.5%	4,692	33.7%	49,482	23.7%
1976	75,763	39.8%	8,258	76.0%	67,505	36.4%
1977	125,590	65.8%	15,270	84.9%	109,870	62.8%
1978	169,719	35.1%	28,034	83.6%	141,685	29.0%
1979	205,850	21.3%	29,260	4.3%	176,590	24.6%
1980	265,421	28.9%	42,836	46.4%	222,585	26.0%
1981	339,480	27.9%	60,768	41.9%	278,712	25.2%
1982	375,138	10.5%	64,717	6.5%	310,421	11.4%
1983	502,595	34.0%	93,233	44.1%	409,362	31.9%
1984	597,631	18.9%	111,412	19.5%	486,219	18.3%
1985	774,478	29.6%	141,695	27.2%	632,783	30.1%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	275		9		266	
1974	331	20.4%	29	222.2%	302	13.5%
1975	396	19.6%	33	13.8%	363	20.2%
1976	540	36.4%	45	36.4%	495	36.4%
1977	854	58.1%	162	260.0%	692	39.8%
1978	1,033	21.0%	216	33.3%	817	18.1%
1979	1,197	15.8%	226	4.6%	971	18.8%
1980	1,480	23.6%	267	18.1%	1,213	24.9%
1981	1,684	13.8%	345	29.2%	1,339	10.4%
1982	1,810	7.5%	379	9.8%	1,431	6.9%
1983	2,074	14.6%	429	13.2%	1,645	15.0%
1984	2,389	15.2%	442	3.0%	1,947	18.4%
1985	2,890	21.0%	497	12.4%	2,393	22.9%

* 1984 and 1985 estimated by respondents

SANDWICH/OTHER FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1973	\$122,680	\$235,556	\$118,861
1974	131,486	121,034	132,490
1975	136,803	142,182	136,314
1976	140,302	183,511	136,374
1977	147,061	94,259	158,772
1978	164,297	129,787	173,421
1979	171,971	129,469	181,864
1980	179,338	160,434	183,500
1981	201,591	176,139	208,149
1982	207,258	170,757	216,926
1983	242,331	217,326	248,852
1984	250,159	252,063	249,727
1985	267,985	285,101	264,431

* 1984 and 1985 estimated by respondents

SECTION III

SALES AND ESTABLISHMENT DATA ON
DONUT SHOPS AND ICE CREAM/YOGURT STORES

SECTION III

SALES AND ESTABLISHMENT DATA ON DONUT SHOPS AND ICE CREAM/YOGURT STORES

SECTION HIGHLIGHTS

Classification:

Because donut and ice cream/yogurt franchises are classified as "food retailers other than convenience stores," their sales are not included in the \$38.7 billion figure reported for total franchise restaurant sales in 1983. If these segments were included, franchise restaurant sales would have reached \$40.3 billion and accounted for 42.8 percent of eating place sales in 1983.

Number of firms:

In 1983 there were 4^c ice cream/yogurt franchise firms, up substantially from 21 in 1982. There were 19 donut firms, down from 20 one year earlier.

Employees:

Donut and ice cream/yogurt establishments employed over 72,000 employees in 1983, up 3.5 percent from the prior year.

Unit growth:

The number of donut franchise restaurants dropped two percent in 1983, while ice cream/yogurt units jumped 14.0 percent.

Sales growth:

Franchise donut shops experienced a slight 1.6 percent sales gain, and ice cream/yogurt restaurants posted a 12.7 percent sales increase.

Sales per unit:

Donut shops averaged \$317,360 in sales during 1983 and ice cream/yogurt units posted a smaller \$152,687.

NUMBER OF FRANCHISE DONUT
AND ICE CREAM/YOGURT FIRMS

(1977 - 1983)

	<u>Donut Shops</u>	<u>Ice cream/yogurt Stores</u>
1977	15	16
1978	17	24
1979	17	26
1980	21	28
1981	22	27
1982	20	21
1983	19	45

DONUT SHOPS AND ICE CREAM STORES
FRANCHISE RESTAURANT EMPLOYMENT

(1977 - 1983)

	<u>Donut Shops</u>	<u>Ice cream/yogurt Stores</u>
1977	27,018	23,379
1978	32,874	35,060
1979	28,112	40,325
1980	34,870	37,557
1981	31,992	38,785
1982	29,217	41,116
1983	28,328	44,483

FRANCHISE DONUT SHOPS

(1977 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1977	\$393,305		\$ 26,449		\$366,856	
1978	514,104	30.7%	41,551	57.1%	472,559	28.8%
1979	555,058	8.0%	48,750	17.3%	506,308	7.1%
1980	687,853	23.9%	65,243	33.8%	622,610	23.0%
1981	649,404	-5.6%	81,011	24.2%	568,393	-8.7%
1982	679,837	4.7%	88,687	9.5%	591,150	4.0%
1983	690,894	1.6%	88,923	0.3%	601,971	1.8%
1984	771,508	11.7%	94,456	6.2%	677,052	12.5%
1985	863,253	11.9%	101,973	8.0%	761,280	12.4%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1977	2,051		165		1,886	
1978	2,244	9.4%	183	10.9%	2,061	9.3%
1979	2,317	3.2%	191	4.4%	2,126	3.2%
1980	2,596	12.0%	215	12.6%	2,381	12.0%
1981	2,218	-14.6%	222	3.3%	1,996	-16.2%
1982	2,221	0.1%	226	1.8%	1,995	- 0.1%
1983	2,177	- 2.0%	216	-4.4%	1,961	- 1.7%
1984	2,322	6.7%	212	-1.8%	2,110	7.6%
1985	2,543	9.5%	217	2.4%	2,326	10.2%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1977	\$191,761	\$160,297	\$194,515
1978	229,102	227,055	229,286
1979	239,558	255,235	238,150
1980	264,966	303,456	261,491
1981	292,788	364,914	284,766
1982	306,095	392,420	296,316
1983	317,360	411,680	306,971
1984	332,260	445,547	320,878
1985	339,462	469,922	327,291

* 1984 and 1985 estimated by respondents

FRANCHISE ICE CREAM AND YOGURT STORES

(1977 - 1985*)

SALES (000)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1977	\$ 373,464		\$ 6,981		\$ 366,483	
1978	562,424	50.6%	31,324	348.7%	531,100	44.9%
1979	598,509	6.4%	21,347	-31.9%	577,162	8.7%
1980	693,246	15.8%	22,274	4.3%	670,972	16.2%
1981	793,518	14.5%	25,010	12.3%	768,508	14.5%
1982	856,466	7.9%	51,713	106.8%	804,753	4.7%
1983	965,285	12.7%	61,307	18.6%	903,978	12.3%
1984	1,109,503	14.9%	60,778	- 0.9%	1,048,725	16.0%
1985	1,325,891	19.5%	88,869	46.2%	1,237,022	18.0%

NUMBER OF UNITS

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1977	5,525		68		5,458	
1978	5,960	7.9%	121	77.9%	5,839	7.0%
1979	5,355	-10.2%	112	- 7.4%	5,243	-10.2%
1980	5,516	3.0%	153	36.6%	5,363	2.3%
1981	5,427	- 1.6%	135	-11.8%	5,292	- 1.3%
1982	5,547	2.2%	163	20.7%	5,384	1.7%
1983	6,322	14.0%	186	14.1%	6,136	14.0%
1984	7,265	14.9%	222	19.4%	7,043	14.8%
1985	8,755	20.5%	261	17.6%	8,494	20.6%

SALES PER ESTABLISHMENT

	<u>Total</u>	<u>Company-Owned</u>	<u>Franchisee-Owned</u>
1977	\$ 67,595	\$102,662	\$ 67,146
1978	94,366	258,876	90,957
1979	111,766	190,598	110,082
1980	125,679	145,582	125,111
1981	146,217	185,259	145,221
1982	154,402	317,258	149,471
1983	152,687	329,608	147,324
1984	152,719	273,775	148,903
1985	151,444	340,494	145,635

* 1984 and 1985 estimated by respondents

SECTION IV

FINANCIAL, OWNERSHIP AND
EMPLOYMENT STATISTICS

SECTION IV

FINANCIAL, OWNERSHIP AND EMPLOYMENT STATISTICS

SECTION HIGHLIGHTS

- Types of agreements issued: In 1983, 43 percent of the franchise agreements were issued for 20 years.
- Renewals and terminations: Of the 928 franchise agreements eligible for renewal, 83.3 were renewed. Only 884 franchise agreements were terminated in 1983.
- Changes in ownership: In 1983, 279 units were repurchased for company ownership, while 352 were converted to franchisee ownership. A relatively small number were discontinued--1,530.
- Minority ownership: The number of minority franchise owners increased 18.7 percent in 1983. Orientals accounted for the largest proportion of minority owners--37.5 percent.
- Total investment and start up cash: The median investment for a company-owned unit in 1983 was \$350,000, while that for a franchisee-owned unit was \$230,000. The median start-up cash required was \$70,000.
- Sales of products to franchisees: Food ingredients accounted for over three quarters of the products and services franchisees purchased from franchisors in 1983.
- Employment: Franchise restaurant employment reached almost two million in 1983, up 7.7 percent from 1982. The franchise segment accounted for a substantial 40 percent of all eating and drinking place employees in the U.S. during 1983.

TYPES OF FRANCHISE AGREEMENTS ISSUED

(1981-1983)

	NUMBER OF FIRMS	FIRMS THAT ISSUED AGREEMENTS	TERM OF AGREEMENT (NUMBER OF YEARS)								
			<u>1</u>	<u>3</u>	<u>5</u>	<u>10</u>	<u>15</u>	<u>20</u>	<u>25</u>	<u>PERPETUAL</u>	<u>OTHERS</u>
1981	440	279	2	0	15	59	47	116	10	25	5
1982	458	315	1	0	18	56	67	132	9	26	6
1983	466	319	1	0	14	65	63	137	7	28	4

FRANCHISE AGREEMENTS
RENEWALS AND TERMINATIONS

(1979 - 1983)

RENEWALS

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Eligible for renewal	938	933	910	927	928
Renewed	836	832	810	763	773
Not renewed:	102	101	100	164	155
By franchisor	22	24	17	48	49
By franchisee	46	24	28	57	65
By mutual agreement	34	53	55	59	41

TERMINATIONS

Total	1,062	1,119	1,336	729	884
By franchisor	501	589	640	491	472
By franchisee	485	509	530	177	400
By mutual agreement	76	21	166	61	12
Reasons for termination					
By franchisor:					
Non-payment of royalty and financial default	317	284	423	181	273
Quality control violations	18	22	23	61	36
Other	166	283	194	249	163

TYPES OF CHANGES IN OWNERSHIP

(1973 - 1983)

	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
Repurchased for company ownership	533	477	311	280	305	321
Converted to franchisee ownership	175	198	184	413	425	312
Establishments Discontinued:						
Company-Owned	210	288	281	221	219	334
Franchisee-Owned	<u>619</u>	<u>842</u>	<u>883</u>	<u>981</u>	<u>789</u>	<u>1,061</u>
TOTAL	1,537	1,805	1,659	1,895	1,738	2,028

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Repurchased for company ownership	484	394	489	475	279
Converted to franchisee ownership	579	498	426	389	352
Establishments Discontinued:					
Company-Owned	376	392	401	354	445
Franchisee-Owned	<u>1,072</u>	<u>1,408</u>	<u>1,454</u>	<u>1,084</u>	<u>1,085</u>
TOTAL	2,511	2,692	2,770	2,302	2,161

MINORITY FRANCHISE RESTAURANT OWNERSHIP

(1973 - 1983)

	NUMBER					
	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
Black	221	258	268	255	283	412
Spanish Surname	217	343	357	271	291	402
American Indian	13	18	22	22	23	31
Oriental	<u>73</u>	<u>101</u>	<u>117</u>	<u>198</u>	<u>232</u>	<u>263</u>
TOTAL	524	720	764	746	829	1,108

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Black	430	415	395	478	525
Spanish Surname	387	434	415	456	548
American Indian	24	30	29	22	36
Oriental	<u>298</u>	<u>311</u>	<u>393</u>	<u>538</u>	<u>665</u>
TOTAL	1,139	1,190	1,232	1,494	1,774

TOTAL INVESTMENT AND START UP CASH REQUIRED*

(1981 - 1983)

<u>NUMBER OF FIRMS</u>	<u>NUMBER REPORTING</u>	<u>TOTAL INVESTMENT (000)</u>						
		<u>COMPANY-OWNED</u>			<u>FRANCHISEE-OWNED</u>			
		<u>LOWEST</u>	<u>HIGHEST</u>	<u>MEDIAN</u>	<u>LOWEST</u>	<u>HIGHEST</u>	<u>MEDIAN</u>	
1981	440	200	19	1,092	275	17	1,030	300
1982	458	268	12	2,000	300	20	2,000	285
1983	466	262	10	2,000	350	15	1,600	230

	<u>START UP CASH (000)</u>		
	<u>FRANCHISEE-OWNED</u>		
	<u>LOWEST</u>	<u>HIGHEST</u>	<u>MEDIAN</u>
1981	4	320	60
1982	5	750	75
1983	5	750	70

*Investment and start up cash represent medians reported by respondents.

TOTAL SALES OF PRODUCTS AND SERVICES
BY FRANCHISORS TO FRANCHISEES

(1981 - 1985*)

(000)

	<u>Total</u>	<u>Merchandise (non-food) for resale</u>	<u>Supplies (such as paper goods, etc.)</u>	<u>Food ingredients</u>	<u>Other</u>
1981	\$ 824,281	\$50,132	\$244,587		
1982	988,650	60,356	197,305	\$ 487,277	\$42,285
1983	1,167,980	65,706	174,389	701,442	29,547
1984	1,317,216	69,632	186,970	887,405	40,480
1985	1,489,272	72,890	199,862	1,017,703	42,911
				1,170,949	45,571

*1984 and 1985 estimated by respondents.

FRANCHISE RESTAURANT EMPLOYMENT

(1973 - 1983)

	<u>Total</u>	<u>Percent Change</u>	<u>Company- Owned</u>	<u>Percent Change</u>	<u>Franchisee- Owned</u>	<u>Percent Change</u>
1973	744,469		218,579		525,890	
1974	806,807	8.4%	246,833	12.9%	559,974	6.5%
1975	893,468	10.7%	297,772	20.6%	595,696	6.4%
1976	1,064,618	19.2%	338,778	13.8%	725,840	22.4%
1977	1,230,081	15.5%	385,013	13.6%	845,068	15.9%
1978	1,367,637	11.2%	428,084	11.2%	939,553	11.2%
1979	1,497,283	9.5%	492,169	14.9%	1,005,114	6.9%
1980	1,612,479	7.7%	532,483	8.2%	1,079,996	7.4%
1981	1,664,170	3.2%	580,650	9.0%	1,083,520	0.3%
1982	1,815,086	9.1%	599,792	3.3%	1,215,294	12.2%
1983	1,954,646	7.7%	720,384	20.1%	1,234,262	1.6%

Note: Includes part-time workers and working proprietors

SECTION V

FRANCHISE RESTAURANT
ESTABLISHMENTS BY STATE AND REGION

SECTION V

FRANCHISE RESTAURANT
ESTABLISHMENTS BY STATE AND REGION

SECTION HIGHLIGHTS

Regional growth:

The Pacific region experienced the strongest growth in 1983, the number of units jumped 8.5 percent.

Proportion of units
by region:

The East North Central region accounted for the largest share of franchised units in 1983 — 20.0 percent.

State growth:

North Dakota (30.3 percent), North Carolina (23.3 percent), California (12.1 percent), Mississippi (12.0 percent), Wyoming (11.9 percent) and Alaska (11.6 percent) posted the largest unit growth in 1983.

Proportion of units
by state:

California, Texas, Ohio and Florida reported the largest concentration of units in 1983. Together these states accounted for almost a third of all franchise units in the U.S.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1974

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>	1,141	323	818
Maine	95	36	59
New Hampshire	103	22	81
Vermont	39	3	36
Massachusetts	497	149	348
Rhode Island	90	13	77
Connecticut	317	100	217
<u>MIDDLE ATLANTIC</u>	3,267	901	2,366
New York	1,451	584	867
New Jersey	654	84	570
Pennsylvania	1,162	233	929
<u>EAST NORTH CENTRAL</u>	7,976	2,073	5,903
Ohio	2,251	716	1,535
Indiana	1,280	351	929
Illinois	1,876	435	1,441
Michigan	1,677	404	1,273
Wisconsin	892	167	725
<u>WEST NORTH CENTRAL</u>	3,566	765	2,801
Minnesota	774	145	629
Iowa	755	75	680
Missouri	902	302	600
North Dakota	123	7	116
South Dakota	114	15	99
Nebraska	313	59	254
Kansas	585	162	423
<u>SOUTH ATLANTIC</u>	5,760	1,873	3,887
Delaware	70	6	64
Maryland	387	91	296
District of Co.	73	53	20
Virginia	646	217	429
West Virginia	469	50	419
North Carolina	847	207	640
South Carolina	461	130	331
Georgia	1,108	500	608
Florida	1,699	619	1,080
<u>EAST SOUTH CENTRAL</u>	2,148	472	1,676
Kentucky	635	141	494
Tennessee	647	166	481
Alabama	611	136	475
Mississippi	255	29	226

1974 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>WEST SOUTH CENTRAL</u>	4,036	1,327	2,709
Arkansas	409	51	358
Louisiana	395	128	267
Oklahoma	581	206	375
Texas	2,651	942	1,709
<u>MOUNTAIN</u>	1,807	346	1,461
Montana	135	0	135
Idaho	137	8	129
Wyoming	67	1	66
Colorado	588	117	471
New Mexico	206	39	167
Arizona	396	102	294
Utah	159	30	129
Nevada	119	49	70
<u>PACIFIC</u>	4,587	1,151	3,436
Washington	534	107	427
Oregon	389	90	299
California	3,546	913	2,633
Alaska	32	0	32
Hawaii	86	41	45
<u>SUBTOTAL*</u>	34,288	9,231	25,057
<u>UNREPORTED</u>	5,508	884	4,624
<u>TOTAL UNITED STATES</u>	39,796	10,115	29,681

* Represents 86 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1975

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>	1,289	320	969
Maine	101	35	66
New Hampshire	106	26	80
Vermont	38	0	38
Massachusetts	497	141	356
Rhode Island	95	12	83
Connecticut	452	106	346
<u>MIDDLE ATLANTIC</u>	3,422	911	2,511
New York	1,540	603	937
New Jersey	749	81	668
Pennsylvania	1,133	227	906
<u>EAST NORTH CENTRAL</u>	8,587	2,382	6,205
Ohio	2,461	840	1,621
Indiana	1,346	363	983
Illinois	2,034	501	1,533
Michigan	1,785	475	1,310
Wisconsin	961	203	758
<u>WEST NORTH CENTRAL</u>	3,790	941	3,029
Minnesota	843	203	640
Iowa	862	110	752
Missouri	796	324	652
North Dakota	122	8	114
South Dakota	163	27	136
Nebraska	384	92	292
Kansas	620	177	443
<u>SOUTH ATLANTIC</u>	6,055	2,068	3,987
Delaware	71	11	60
Maryland	437	150	287
District of Co.	57	29	28
Virginia	822	244	578
West Virginia	287	65	222
North Carolina	962	280	682
South Carolina	474	131	343
Georgia	1,249	547	702
Florida	1,696	611	1,085

1975 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>	2,488	518	1,970
Kentucky	727	159	568
Tennessee	796	179	617
Alabama	663	140	523
Mississippi	302	40	262
<u>WEST SOUTH CENTRAL</u>	4,730	1,625	3,105
Arkansas	376	59	317
Louisiana	540	212	328
Oklahoma	638	244	394
Texas	3,176	1,110	2,066
<u>MOUNTAIN</u>	2,344	493	1,851
Montana	174	1	173
Idaho	169	6	163
Wyoming	97	8	89
Colorado	661	182	479
New Mexico	252	47	205
Arizona	560	140	420
Utah	276	56	220
Nevada	155	53	102
<u>PACIFIC</u>	4,984	1,127	3,747
Washington	610	111	499
Oregon	537	103	434
California	3,720	984	2,736
Alaska	27	0	27
Hawaii	90	39	51
<u>SUBTOTAL*</u>	37,869	10,495	27,374
<u>UNREPORTED</u>	5,114	1,190	3,924
<u>TOTAL UNITED STATES</u>	42,983	11,685	31,298

* Represents 88 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1976

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>			
Maine	1,220	320	900
New Hampshire	100	35	65
Vermont	69	5	64
Massachusetts	37	0	37
Rhode Island	537	169	368
Connecticut	100	11	89
	377	100	277
<u>MIDDLE ATLANTIC</u>			
New York	3,325	830	2,495
New Jersey	1,359	527	832
Pennsylvania	721	94	627
	1,245	209	1,036
<u>EAST NORTH CENTRAL</u>			
Ohio	8,631	2,280	6,351
Indiana	2,506	821	1,685
Illinois	1,327	327	1,000
Michigan	1,995	507	1,488
Wisconsin	1,870	470	1,400
	933	155	778
<u>WEST NORTH CENTRAL</u>			
Minnesota	3,858	861	2,997
Iowa	921	223	698
Missouri	827	91	736
North Dakota	865	289	576
South Dakota	138	5	133
Nebraska	137	7	130
Kansas	350	80	270
	620	166	454
<u>SOUTH ATLANTIC</u>			
Delaware	5,805	1,883	3,922
Maryland	71	10	61
District of Co.	472	131	341
Virginia	60	23	37
West Virginia	804	197	607
North Carolina	263	45	218
South Carolina	863	264	599
Georgia	431	122	309
Florida	1,207	505	702
	1,634	586	1,048

1976 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>	2,446	527	1,919
Kentucky	677	149	528
Tennessee	775	174	601
Alabama	684	165	519
Mississippi	310	39	271
<u>WEST SOUTH CENTRAL</u>	4,792	1,726	3,066
Arkansas	424	115	309
Louisiana	494	159	335
Oklahoma	653	267	386
Texas	3,221	1,185	2,036
<u>MOUNTAIN</u>	2,191	439	1,752
Montana	134	1	133
Idaho	178	7	171
Wyoming	94	7	87
Colorado	655	185	470
New Mexico	220	26	194
Arizona	519	128	391
Utah	240	38	202
Nevada	151	47	104
<u>PACIFIC</u>	5,282	1,214	4,068
Washington	634	105	529
Oregon	583	109	474
California	3,942	959	2,983
Alaska	33	0	33
Hawaii	90	41	49
<u>SUBTOTAL*</u>	37,550	10,080	27,470
<u>UNREPORTED</u>	9,348	2,482	6,866
<u>TOTAL UNITED STATES</u>	46,898	12,562	34,336

* Represents 80 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1977

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>			
Maine	1,289	323	966
New Hampshire	105	33	72
Vermont	114	22	92
Massachusetts	39	1	38
Rhode Island	547	168	379
Connecticut	102	13	89
	382	86	296
<u>MIDDLE ATLANTIC</u>			
New York	4,100	1,053	3,047
New Jersey	1,886	636	1,250
Pennsylvania	811	107	704
	1,403	310	1,093
<u>EAST NORTH CENTRAL</u>			
Ohio	9,760	2,885	6,875
Indiana	2,934	969	1,965
Illinois	1,554	438	1,116
Michigan	2,283	643	1,640
Wisconsin	1,948	611	1,337
	1,041	224	817
<u>WEST NORTH CENTRAL</u>			
Minnesota	4,699	1,090	3,609
Iowa	1,010	255	755
Missouri	972	123	849
North Dakota	1,097	357	740
South Dakota	175	16	159
Nebraska	174	20	154
Kansas	542	123	419
	729	196	533
<u>SOUTH ATLANTIC</u>			
Delaware	7,047	2,320	4,727
Maryland	74	10	64
District of Co.	522	160	362
Virginia	67	26	41
West Virginia	1,041	294	747
North Carolina	399	84	315
South Carolina	1,063	229	834
Georgia	589	178	411
Florida	1,375	655	720
	1,917	684	1,233

1977 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>	3,274	848	2,426
Kentucky	961	204	757
Tennessee	1,005	325	680
Alabama	854	248	606
Mississippi	454	71	383
<u>WEST SOUTH CENTRAL</u>	6,019	2,309	3,710
Arkansas	619	193	426
Louisiana	646	208	438
Oklahoma	835	372	463
Texas	3,919	1,536	2,383
<u>MOUNTAIN</u>	2,750	595	2,155
Montana	173	1	172
Idaho	206	27	179
Wyoming	115	6	109
Colorado	797	222	575
New Mexico	344	61	283
Arizona	624	165	459
Utah	319	68	251
Nevada	172	45	127
<u>PACIFIC</u>	5,851	1,509	4,342
Washington	703	158	545
Oregon	626	133	493
California	4,342	1,167	3,175
Alaska	45	0	45
Hawaii	135	51	84
<u>SUBTOTAL*</u>	44,789	12,932	31,857
<u>UNREPORTED</u>	7,183	1,595	5,588
<u>TOTAL UNITED STATES</u>	51,972	14,527	37,445

* Represents 86 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1978

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>			
Maine	1,414	344	1,070
New Hampshire	115	26	89
Vermont	120	24	96
Massachusetts	42	0	42
Rhode Island	576	170	406
Connecticut	104	15	89
	457	109	348
<u>MIDDLE ATLANTIC</u>			
New York	4,340	1,233	3,107
New Jersey	1,883	628	1,255
Pennsylvania	914	219	695
	1,543	386	1,157
<u>EAST NORTH CENTRAL</u>			
Ohio	10,509	2,914	7,595
Indiana	3,070	1,033	2,037
Illinois	1,673	448	1,225
Michigan	2,604	690	1,914
Wisconsin	2,108	506	1,602
	1,054	237	817
<u>WEST NORTH CENTRAL</u>			
Minnesota	4,867	1,214	3,653
Iowa	1,084	284	800
Missouri	1,056	142	914
North Dakota	1,141	405	736
South Dakota	157	12	145
Nebraska	176	17	159
Kansas	483	151	332
	770	203	567
<u>SOUTH ATLANTIC</u>			
Delaware	7,787	2,440	5,347
Maryland	84	12	72
District of Co.	566	171	395
Virginia	72	30	42
West Virginia	1,165	333	832
North Carolina	386	94	292
South Carolina	1,155	257	898
Georgia	668	189	479
Florida	1,641	665	976
	2,050	689	1,361

1978 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>	3,778	937	2,841
Kentucky	1,061	248	813
Tennessee	1,220	369	851
Alabama	944	249	695
Mississippi	553	71	482
<u>WEST SOUTH CENTRAL</u>	7,125	2,498	4,627
Arkansas	595	150	445
Louisiana	761	231	530
Oklahoma	1,051	404	647
Texas	4,718	1,713	3,005
<u>MOUNTAIN</u>	2,901	688	2,213
Montana	182	3	179
Idaho	214	37	177
Wyoming	134	13	121
Colorado	845	226	619
New Mexico	336	61	275
Arizona	682	209	473
Utah	311	75	236
Nevada	197	64	133
<u>PACIFIC</u>	6,442	1,725	4,717
Washington	777	211	566
Oregon	631	145	486
California	4,844	1,308	3,536
Alaska	47	0	47
Hawaii	143	61	82
<u>SUBTOTAL*</u>	49,163	13,993	35,170
<u>UNREPORTED</u>	6,149	1,517	4,632
<u>TOTAL UNITED STATES</u>	55,312	15,510	39,802

* Represents 89 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1979

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>			
Maine	1,458	355	1,103
New Hampshire	120	31	89
Vermont	135	30	105
Massachusetts	47	0	47
Rhode Island	619	172	447
Connecticut	107	27	80
	430	95	335
<u>MIDDLE ATLANTIC</u>			
New York	4,674	1,141	3,533
New Jersey	2,016	560	1,456
Pennsylvania	971	144	827
	1,687	437	1,250
<u>EAST NORTH CENTRAL</u>			
Ohio	11,052	3,211	7,841
Indiana	3,025	1,101	1,924
Illinois	1,831	460	1,371
Michigan	2,674	761	1,913
Wisconsin	2,367	661	1,706
	1,155	228	927
<u>WEST NORTH CENTRAL</u>			
Minnesota	5,226	1,230	3,996
Iowa	1,164	310	854
Missouri	1,105	150	955
North Dakota	1,269	392	877
South Dakota	177	16	161
Nebraska	199	24	175
Kansas	499	136	363
	813	202	611
<u>SOUTH ATLANTIC</u>			
Delaware	8,636	2,669	5,967
Maryland	97	16	81
District of Co.	650	204	446
Virginia	86	32	54
West Virginia	1,278	402	876
North Carolina	420	122	298
South Carolina	1,290	263	1,027
Georgia	744	206	538
Florida	1,712	671	1,041
	2,359	753	1,606

1979 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>	3,785	935	2,850
Kentucky	1,143	280	863
Tennessee	1,271	402	869
Alabama	770	164	606
Mississippi	601	89	512
<u>WEST SOUTH CENTRAL</u>	7,741	2,549	5,192
Arkansas	640	124	516
Louisiana	877	268	609
Oklahoma	1,096	422	674
Texas	5,128	1,735	3,393
<u>MOUNTAIN</u>	3,307	807	2,500
Montana	189	12	177
Idaho	237	36	201
Wyoming	136	15	121
Colorado	996	273	723
New Mexico	403	67	336
Arizona	757	234	523
Utah	355	89	266
Nevada	234	81	153
<u>PACIFIC</u>	7,220	1,988	5,232
Washington	880	240	640
Oregon	728	197	531
California	5,376	1,488	3,888
Alaska	86	3	83
Hawaii	150	60	90
<u>SUBTOTAL*</u>	53,099	14,885	38,214
<u>UNREPORTED</u>	5,837	1,999	3,838
<u>TOTAL UNITED STATES</u>	58,936	16,884	42,052

* Represents 90 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1980

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>	1,547	480	1,067
Maine	145	44	101
New Hampshire	129	25	104
Vermont	48	3	45
Massachusetts	682	229	453
Rhode Island	105	37	68
Connecticut	438	142	296
<u>MIDDLE ATLANTIC</u>	4,943	1,256	3,687
New York	2,096	545	1,551
New Jersey	963	165	798
Pennsylvania	1,884	546	1,338
<u>EAST NORTH CENTRAL</u>	11,445	3,496	7,949
Ohio	3,298	1,138	2,160
Indiana	1,788	504	1,284
Illinois	2,751	833	1,918
Michigan	2,446	766	1,680
Wisconsin	1,162	255	907
<u>WEST NORTH CENTRAL</u>	5,351	1,356	3,995
Minnesota	1,170	313	857
Iowa	1,079	173	906
Missouri	1,352	482	870
North Dakota	191	10	181
South Dakota	198	23	175
Nebraska	499	143	356
Kansas	862	212	650
<u>SOUTH ATLANTIC</u>	9,048	3,109	5,939
Delaware	103	18	85
Maryland	706	242	464
District of Co.	102	49	53
Virginia	1,282	385	897
West Virginia	431	156	275
North Carolina	1,354	332	1,022
South Carolina	766	214	552
Georgia	1,790	731	1,059
Florida	2,514	982	1,532

1980 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>			
Kentucky	4,167	1,060	3,107
Tennessee	1,189	306	883
Alabama	1,276	400	876
Mississippi	1,096	267	829
	606	87	519
<u>WEST SOUTH CENTRAL</u>			
Arkansas	7,867	2,624	5,243
Louisiana	615	128	487
Oklahoma	899	278	621
Texas	1,201	463	738
	5,152	1,755	3,397
<u>MOUNTAIN</u>			
Montana	3,483	799	2,684
Idaho	187	8	179
Wyoming	247	34	213
Colorado	153	13	140
New Mexico	1,043	302	741
Arizona	381	62	319
Utah	904	210	694
Nevada	324	84	240
	244	86	158
<u>PACIFIC</u>			
Washington	7,224	1,902	5,322
Oregon	874	205	669
California	709	173	536
Alaska	5,395	1,461	3,934
Hawaii	75	3	72
	171	60	111
<u>SUBTOTAL*</u>	55,075	16,082	38,993
<u>UNREPORTED</u>	4,884	1,744	3,140
<u>TOTAL UNITED STATES</u>	59,959	17,826	42,133

* Represents 92 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1981

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>	1,625	502	1,123
Maine	147	40	107
New Hampshire	125	25	100
Vermont	49	3	46
Massachusetts	696	238	458
Rhode Island	109	42	67
Connecticut	499	154	345
<u>MIDDLE ATLANTIC</u>	5,310	1,370	3,940
New York	2,202	572	1,630
New Jersey	1,022	172	850
Pennsylvania	2,086	626	1,460
<u>EAST NORTH CENTRAL</u>	12,107	3,382	8,725
Ohio	3,644	873	2,771
Indiana	1,829	540	1,289
Illinois	2,864	878	1,986
Michigan	2,553	809	1,744
Wisconsin	1,217	282	935
<u>WEST NORTH CENTRAL</u>	5,456	1,431	4,025
Minnesota	1,174	298	876
Iowa	1,092	182	910
Missouri	1,419	504	915
North Dakota	169	11	158
South Dakota	222	20	202
Nebraska	473	137	336
Kansas	907	279	628
<u>SOUTH ATLANTIC</u>	9,667	3,265	6,402
Delaware	112	26	86
Maryland	723	243	480
District of Co.	95	38	57
Virginia	1,324	380	944
West Virginia	480	169	311
North Carolina	1,330	394	936
South Carolina	843	268	575
Georgia	1,890	777	1,113
Florida	2,870	970	1,900

1981 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>	4,365	1,293	3,072
Kentucky	1,216	337	879
Tennessee	1,351	469	882
Alabama	1,192	384	808
Mississippi	606	103	503
<u>WEST SOUTH CENTRAL</u>	7,110	2,614	4,496
Arkansas	593	113	480
Louisiana	901	269	632
Oklahoma	1,063	334	729
Texas	4,553	1,898	2,655
<u>MOUNTAIN</u>	3,512	864	2,648
Montana	210	8	202
Idaho	220	11	209
Wyoming	146	9	137
Colorado	1,003	309	694
New Mexico	431	87	344
Arizona	886	258	628
Utah	366	85	281
Nevada	250	97	153
<u>PACIFIC</u>	7,628	1,976	5,652
Washington	914	215	699
Oregon	744	168	576
California	5,700	1,526	4,174
Alaska	79	3	76
Hawaii	191	64	127
<u>SUBTOTAL*</u>	56,780	16,697	40,083
<u>UNREPORTED</u>	5,066	2,658	2,408
<u>TOTAL UNITED STATES</u>	61,846	19,355	42,491

* Represents 92 percent of total units

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1982

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>			
Maine	1,656	515	1,141
New Hampshire	151	37	114
Vermont	129	27	102
Massachusetts	52	3	49
Rhode Island	705	249	456
Connecticut	104	33	71
	515	166	349
<u>MIDDLE ATLANTIC</u>			
New York	5,295	1,557	3,738
New Jersey	2,198	577	1,621
Pennsylvania	1,035	221	814
	2,062	759	1,303
<u>EAST NORTH CENTRAL</u>			
Ohio	12,024	3,882	8,142
Indiana	3,360	1,240	2,120
Illinois	2,037	591	1,446
Michigan	2,870	958	1,912
Wisconsin	2,498	779	1,719
	1,259	314	945
<u>WEST NORTH CENTRAL</u>			
Minnesota	5,443	1,535	3,908
Iowa	1,245	355	890
Missouri	929	193	736
North Dakota	1,490	514	976
South Dakota	152	9	143
Nebraska	198	25	173
Kansas	541	160	381
	888	279	609
<u>SOUTH ATLANTIC</u>			
Delaware	10,045	3,591	6,454
Maryland	115	41	74
District of Co.	754	307	447
Virginia	116	54	62
West Virginia	1,339	419	920
North Carolina	475	164	311
South Carolina	1,366	387	979
Georgia	905	308	597
Florida	1,923	823	1,100
	3,052	1,088	1,964

1982 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>EAST SOUTH CENTRAL</u>			
Kentucky	4,675	1,421	3,254
Tennessee	1,239	351	888
Alabama	1,512	527	985
Mississippi	1,266	431	835
	658	112	546
<u>WEST SOUTH CENTRAL</u>			
Arkansas	8,806	2,994	5,812
Louisiana	638	109	529
Oklahoma	1,006	325	681
Texas	1,654	498	1,156
	5,508	2,062	3,446
<u>MOUNTAIN</u>			
Montana	3,637	972	2,665
Idaho	220	9	211
Wyoming	226	21	205
Colorado	160	20	140
New Mexico	1,098	342	756
Arizona	442	108	334
Utah	895	283	612
Nevada	345	87	258
	251	102	149
<u>PACIFIC</u>			
Washington	8,078	2,273	5,805
Oregon	975	308	667
California	763	176	587
Alaska	6,068	1,719	4,349
Hawaii	86	1	85
	186	69	117
<u>SUBTOTAL*</u>	59,659	18,740	40,919
<u>UNREPORTED</u>	4,517	1,277	3,240
<u>TOTAL UNITED STATES</u>	64,176	20,017	44,159

* Represents 93 percent of total establishments

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1983

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee- Owned</u>
<u>NEW ENGLAND</u>			
Maine	1,706	512	1,194
New Hampshire	155	39	116
Vermont	127	32	95
Massachusetts	57	5	52
Rhode Island	708	238	470
Connecticut	109	33	76
	550	165	385
<u>MIDDLE ATLANTIC</u>			
New York	5,270	1,600	3,670
New Jersey	2,058	535	1,523
Pennsylvania	1,048	281	767
	2,164	784	1,380
<u>EAST NORTH CENTRAL</u>			
Ohio	12,383	4,106	8,277
Indiana	3,433	1,190	2,243
Illinois	2,160	719	1,441
Michigan	2,981	979	2,002
Wisconsin	2,528	880	1,648
	1,281	338	943
<u>WEST NORTH CENTRAL</u>			
Minnesota	5,650	1,900	3,750
Iowa	1,241	416	825
Missouri	997	291	706
North Dakota	1,543	626	917
South Dakota	198	16	182
Nebraska	200	32	168
Kansas	512	183	329
	959	336	623
<u>SOUTH ATLANTIC</u>			
Delaware	10,841	3,918	6,923
Maryland	123	43	80
District of Co.	797	377	420
Virginia	118	63	55
West Virginia	1,423	419	1,004
North Carolina	509	131	378
South Carolina	1,684	515	1,169
Georgia	882	287	595
Florida	1,981	848	1,133
	3,324	1,235	2,089

1983 (continued)

	<u>Total</u>	<u>Company- Owned</u>	<u>Franchisee Owned</u>
<u>EAST SOUTH CENTRAL</u>	4,733	1,534	3,199
Kentucky	1,394	481	913
Tennessee	1,468	544	924
Alabama	1,134	380	754
Mississippi	737	129	608
<u>WEST SOUTH CENTRAL</u>	8,861	3,299	5,562
Arkansas	670	141	529
Louisiana	1,122	442	680
Oklahoma	1,277	484	793
Texas	5,792	2,232	3,560
<u>MOUNTAIN</u>	3,833	1,099	2,734
Montana	202	16	186
Idaho	238	33	205
Wyoming	179	21	158
Colorado	1,120	346	774
New Mexico	489	144	345
Arizona	940	309	631
Utah	383	98	285
Nevada	282	132	150
<u>PACIFIC</u>	8,768	2,953	5,815
Washington	937	282	655
Oregon	742	190	552
California	6,803	2,404	4,399
Alaska	96	5	91
Hawaii	190	72	118
<u>SUBTOTAL*</u>	62,045	20,921	41,124
<u>UNREPORTED</u>	5,483	864	4,619
<u>TOTAL UNITED STATES</u>	67,528	21,785	45,743

* Represents 92 percent of total establishments

SECTION VI
INTERNATIONAL RESTAURANT
FRANCHISING

SECTION VI
INTERNATIONAL RESTAURANT
FRANCHISING

SECTION HIGHLIGHTS

Number of international firms:

In 1983, 64 U.S. franchise firms operated international units, up from 57 in 1982.

Gain in number of firms:

The number of pizza franchise firms operating international units jumped from 10 to 15 -- the largest gain among the restaurant segments.

Number of units:

There were 5,516 international units in 1983 -- an 18 percent increase from the prior year.

Major restaurant types:

Hamburger franchise restaurants accounted for over half the international units and chicken units comprised 29 percent.

Largest increase in restaurant type:

The number of Mexican units reached 83 -- a strong 59.6 percent increase.

Restaurant concentration:

Canada and Japan had the largest concentration of U.S. franchise units -- 28 percent and 24 percent, respectively.

NUMBER OF U.S. FIRMS IN INTERNATIONAL
RESTAURANT FRANCHISING, BY RESTAURANT TYPE

(1980 - 1983)

<u>Major activity</u>	<u>Number of U.S. Firms</u>			
	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Chicken	6	6	6	7
Hamburger, etc.	15	15	14	14
Pizza	8	9	10	15
Mexican	5	6	6	7
Seafood	4	4	3	3
Pancake	3	2	2	2
Steak/full menu	14	16	16	14
Sandwich/other	<u>2</u>	<u>1</u>	<u>0</u>	<u>2</u>
TOTAL	57	59	57	64

INTERNATIONAL UNITS BY RESTAURANT TYPE

(1980 - 1983)

<u>Major activity</u>	<u>Number of U.S. Units</u>			
	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Chicken	1,299	1,377	1,483	1,621
Hamburger, etc.	1,887	2,099	2,362	2,811
Pizza	263	289	410	498
Mexican	24	60	52	83
Seafood	57	58	12	18
Pancake	16	15	14	12
Steak/full menu	396	425	342	470
Sandwich/other	<u>2</u>	<u>2</u>	<u>0</u>	<u>3</u>
TOTAL	3,943	4,325	4,675	5,516

NUMBER OF INTERNATIONAL UNITS BY COUNTRY

(1973 - 1983)

NUMBER OF ESTABLISHMENTS

<u>LOCATION</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>
Canada	1,082	860	940	1,047	1,074	1,196
Mexico	69	71	78	87	79	84
Caribbean	61	70	81	96	115	150
Europe:						
U. Kingdom	375	429	408	433	421	454
Other	78	101	98	103	154	164
Australia	186	223	230	224	328	384
Asia:						
Japan	184	265	311	415	460	590
Other	31	41	43	53	64	120
Other ¹	<u>81</u>	<u>109</u>	<u>195</u>	<u>162</u>	<u>170</u>	<u>198</u>
TOTAL	2,147	2,169	2,384	2,620	2,865	3,340

<u>LOCATION</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Canada	1,383	1,227	1,220	1,172	1,539
Mexico	95	96	99	100	119
Caribbean	148	178	198	234	263
Europe:					
U. Kingdom	494	511	442	481	542
Other	212	249	316	360	455
Australia	422	330	468	522	552
Asia:					
Japan	801	934	1,106	1,259	1,334
Other	139	201	230	276	365
Other ¹	<u>218</u>	<u>217</u>	<u>246</u>	<u>271</u>	<u>347</u>
TOTAL	3,912	3,943	4,325	4,675	5,516

¹ Includes South America, Africa, New Zealand and Central America.

LOCATION AND NUMBER OF INTERNATIONAL UNITS
BY RESTAURANT TYPE*

(1981)

Major Activity	<u>Canada</u>	<u>Mexico</u>	<u>Central America</u>	<u>South America</u>	<u>Caribbean</u>	<u>Africa</u>
Chicken	13	65	10	13	92	103
Hamburger, etc.	890	0	35	7	71	0
Pizza	19	15	9	0	14	6
Mexican	39	0	0	0	16	0
Seafood	53	0	0	0	0	0
Pancake	7	0	0	0	0	0
Steak/full menu	197	19	0	0	5	1
Sandwich/other	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	1,220	99	54	20	198	110

	<u>Europe</u>		<u>Asia</u>		<u>Australia</u>	<u>New Zealand</u>
	<u>U. King.</u>	<u>Other</u>	<u>Japan</u>	<u>Other</u>		
Chicken	334	44	364	92	210	37
Hamburger, etc.	92	269	482	85	152	16
Pizza	13	3	55	50	96	9
Mexican	0	0	1	0	4	0
Seafood	0	0	5	0	0	0
Pancake	0	0	8	0	0	0
Steak/full menu	3	0	191	3	6	0
Sandwich/other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	442	316	1,106	230	468	62

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS
BY RESTAURANT TYPE*

(1982)

Major Activity	<u>Canada</u>	<u>Mexico</u>	<u>Central America</u>	<u>South America</u>	<u>Caribbean</u>	<u>Africa</u>
Chicken	13	56	11	10	109	118
Hamburger, etc.	947	0	24	21	83	0
Pizza	68	24	9	0	23	6
Mexican	31	0	1	0	16	0
Seafood	6	0	0	0	0	0
Pancake	7	0	0	0	0	0
Steak/full menu	100	20	0	0	3	0
Sandwich/other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	1,172	100	45	31	234	124

	<u>Europe</u>		<u>Asia</u>			<u>New Zealand</u>
	<u>U. King.</u>	<u>Other</u>	<u>Japan</u>	<u>Other</u>	<u>Australia</u>	
Chicken	358	32	406	114	217	39
Hamburger, etc.	122	323	548	104	173	17
Pizza	13	5	88	51	121	15
Mexican	0	0	0	0	4	0
Seafood	0	0	5	1	0	0
Pancake	0	0	7	0	0	0
Steak/full menu	1	0	205	6	7	0
Sandwich/other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	481	360	1,259	276	522	71

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS
BY RESTAURANT TYPE*

(1983)

Major Activity	<u>Canada</u>	<u>Mexico</u>	<u>Central America</u>	<u>South America</u>	<u>Caribbean</u>	<u>Africa</u>
Chicken	38	67	11	11	114	144
Hamburger, etc.	1,149	0	36	32	89	0
Pizza	87	32	20	0	41	8
Mexican	61	0	1	1	17	0
Seafood	6	0	0	0	0	0
Pancake	3	0	0	0	0	0
Steak/full menu	192	20	0	0	2	0
Sandwich/other	<u>3</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	1,539	119	68	44	263	152

	<u>Europe</u>		<u>Asia</u>			<u>New Zealand</u>
	<u>U. King.</u>	<u>Other</u>	<u>Japan</u>	<u>Other</u>	<u>Australia</u>	
Chicken	369	37	436	130	222	42
Hamburger, etc.	169	384	596	148	191	17
Pizza	3	34	52	70	127	24
Mexican	0	0	0	1	1	0
Seafood	0	0	5	7	0	0
Pancake	0	0	8	1	0	0
Steak/full menu	1	0	237	8	10	0
Sandwich/other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL	542	455	1,334	365	552	83

* Includes company-owned, franchisee-owned and joint ventures.